

U.S. Department of Justice  
Washington, DC 20530

OMB No. 1124-0002; Expires April 30, 2017

**Supplemental Statement****Pursuant to the Foreign Agents Registration Act of  
1938, as amended**For Six Month Period Ending 6/30/2014

(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant (b) Registration No.  
Switzerland Tourism 55  
(c) Business Address(es) of Registrant  
608 Fifth Avenue  
New York, NY 10020

**2. Has there been a change in the information previously furnished in connection with the following?**

- (a) If an individual:
- |                           |                              |                             |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship           | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation            | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
- (b) If an organization:
- |                          |                              |  |
|--------------------------|------------------------------|--|
| (1) Name                 | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices       | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).****3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.**Yes ☐ No ☐If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
------	------------------------	-------------------	-----------------

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

**II - FOREIGN PRINCIPAL**

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)<sup>2</sup> during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)<sup>2</sup> whom you continued to represent during the 6 month reporting period.

Switzerland Tourism, Toedistrasse 7, 8002 Zurich, Switzerland  
Swiss Federal Railways, Wylerstrasse 123/125 Berne, Switzerland

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>3</sup> Yes ☐ No ☐

Exhibit B<sup>4</sup> Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

**III - ACTIVITIES**

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Providing free information on travel, education, hotel accommodation and transportation. Distribution of travel literature and posters to travel agencies, tour operators and individuals who ask for it. Furnishing of articles and images on Switzerland's attractions, life and culture to newspapers and magazines. Lending video or DVD images to lecturers, travel agencies and TV stations as per request. Arranging for free transportation within Switzerland for writers, reporters, editors, travel agencies and decision makers.

See attached list for free transportation and promotional activities.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

<sup>5</sup> "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

**IV - FINANCIAL INFORMATION****14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

Date	From Whom	Purpose	Amount
please see separate sheet			

Total

**(b) RECEIPTS - FUNDRAISING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fundraising campaign<sup>7</sup>, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D<sup>8</sup> to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

**(c) RECEIPTS-THINGS OF VALUE**

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose

6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

**15. (a) DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☐

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
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**Total**

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**(b) DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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**(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

**V - INFORMATIONAL MATERIALS**

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?<sup>12</sup>

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Switzerland Tourism, Zurich, Switzerland

Swiss Federal Railways, Berne, Switzerland

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Switzerland Tourism, Zurich, Switzerland (head office)

Total net budget for 2014 marketing activities: USD 968,200

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

☒ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams

☒ Advertising campaigns ☒ Press releases ☒ Pamphlets or other publications ☐ Lectures or speeches

☐ Other (specify) \_\_\_\_\_

**Electronic Communications**

☒ Email

☒ Website URL(s): www.myswitzerland.com

☒ Social media websites URL(s): www.facebook.com / www.twitter.com

☐ Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

☐ Public officials

☒ Newspapers

☒ Libraries

☐ Legislators

☒ Editors

☒ Educational institutions

☐ Government agencies

☐ Civic groups or associations

☐ Nationality groups

☒ Other (specify) general public

21. What language was used in the informational materials:

☒ English

☐ Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐ No ☒

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.



**VI - EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature<sup>13</sup>)July 23, 2014/s/ Alex HerrmanneSignedJuly 23, 2014/s/ Thomas JennieSigned   
    
 

<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

**Switzerland Tourism.**



***Item 11 of Supplemental Statement: Period January – June 2014***  
***Promotional activities: New York***

Travel Trade Shows/Conferences:

January 12 – 15, 2014	PCMA Convening Leaders Annual Meeting, Boston, MA
January 15 – 17, 2014	Virtuoso North Central Regional Meeting, Chicago, IL
January 16 – 20, 2013	National Tour Association (NTA), Los Angeles, CA
February 28, 2014	New York Times Travel Show, New York
March, 21 – 23, 2014	Successful Meetings University, SCIB and Zürich Convention Bureau, NY
April 26, 2014	New York Travel Show, New York
April 29 – May 1, 2014	Signature Regional Seminar Los Angeles, CA
May 2 – May 3, 2014	Signature Regional Seminar San Francisco, CA
May 01, 2014	European CVB's Reception in Minneapolis, MN
May 03 – 06, 2014	M&C Global Interact with Zürich Convention Bureau, Cartagena Colombia
May 28 – June 1, 2014	TMAC Travel Media Association, Pittsburgh, PA
June 18 – 20, 2014	FICP Educational Forum in New Orleans, LA

Receptions and Presentations:

March 3 – 7, 2014	SCIB Sales Calls with Hotels of Switzerland, Films Laax Falera Meetings & Badrutt's Palace in Minneapolis, Chicago, Des Moines, USA
April 7 – 11, 2014	Best of Switzerland Media Luncheon Montreal, New York, Las Vegas, L.A.
April 14 – 18, 2014	SCIB Sales Calls with Hotels of Switzerland, Ovation Switzerland DMC & Zürich Convention Bureau, Dallas, Atlanta, USA
May 16 – 23, 2014	ZRH meets New York – Vanderbilt Hall – Grand Central Station, New York
June 5, 2014	Travel + Leisure ETC Europop, New York, NY

Switzerland Tourism.



***Item 11 of Supplemental Statement: Period January – June 2014***  
***Promotional activities: Los Angeles***

Travel Trade Shows/Conferences:

April 3, 2014

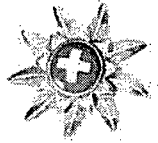
Elite Trade Show – Los Angeles, CA

May 14 – 15, 2014

Alpine Tourist Commission / Departures Agent Training, Los Angeles

Receptions and Presentations:

Switzerland Tourism.

**Item 14 (a) RECEIPTS OF MONIES US - HEADQUARTERS NEW YORK**

January - June 2014	From Whom:	Purpose:	Amount in USD:
January	ST Zurich	Current Expenses	150,000
February	ST Zurich	do.	345,000
March	ST Zurich	do.	175,000
April	ST Zurich	do.	370,000
May	ST Zurich	do.	275,000
June	ST Zurich	do.	545,000
			<b>1,860,000</b>
	Swiss Partners	Participation Switzerland Incentive and Congress IT&ME Travel Show	73,766
	Swiss Partners	Switzerland joint campaign with Key Accounts	1,111,506
	Travel Industry Partners	Participation in various marketing programs	136,760
			<b>1,322,032</b>

July, 2014/ TJ

Switzerland Tourism.



**Item15 (a) DISBURSEMENTS - MONIES FOR US-HEADQUARTERS  
NEW YORK**

Date payment was made	To whom payment was made	Purpose for which payment was made	Amount in USD
January - June 2014	Employees ST NYC	Salaries	605,718
	Rent/Cleaning/Heating etc.		157,220
	Office Supplies, Communications, Insurances, Hardware/Software etc.		61,937
	Promotional activities including print media, production costs, folders, fact sheets, photos, texting, translations, give-aways		811,911
	Key Account Management		509,464
	Trade shows, receptions for the travel industry, seminars, give-aways		
	Key Media Management		104,887
	Public relations, promotional articles, press releases and clippings, newsletters		
	Internet Web Promotion		220,580
	Postage, customs duties and brokerage fees / Mailing House		56,628
	Traveling and moving expenses of staff		97,388
	<b>Total New York</b>		<b><u>2,625,733</u></b>

July, 2014/TJ

Switzerland Tourism.

**Item 15 (a) DISBURSEMENTS-MONIES FOR WESTERN REPRESENTATION  
LOS ANGELES**

Date payment was made	Name of person to whom payment was made	Purpose for which payment was made	Amount in USD
January - June 2014	Employees ST LAX	Salaries	98,674
	Rent/Cleaning/Heating etc.		21,288
	Office Supplies, Communications, Insurances		15,330
	<b>Total Los Angeles</b>		<b>135,292</b>
	<b>Total Disbursements New York/Los Angeles</b>		<b>2,761,025</b>

July, 2014 / TJ

**Switzerland Tourism.**



***Item 15 (b) of Supplemental Statement: Period January – June 2014  
New York***

Familiarization Trips:

Media Group Trips:

June 9 – 17, 2014


Swiss Deluxe Hotel Group Media Trip, Switzerland

***Item 15 (b) of Supplemental Statement: Period January – June 2014  
Los Angeles***

Familiarization Trips:

Media Group Trips:

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Switzerland Tourism 


# Trip Reports. (all)

Found records: 65

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	2.6.2014	9.6.2014		Sweepstake: Housing Project Seattle 2012	2	4 Days	
North America_Canada	24.1.2014	2.2.2014	Media	Ski Canada Magazine's Reader's Trip	1	STT	Graubünden
North America_Canada	7.3.2014	16.3.2014	Media	Spring Break Trip VS & Grindelwald	3	8 Days	Valais_Region Bernese_Oberland Jungfrauregion
North America	18.1.2014	25.1.2014		Passage of Distinction 2013 New York	2	8 Days	
North America_Canada	8.1.2014	23.1.2014	Media	Tobogganing Fun in Switzerland	2	8 Days	Bernese_Oberland Graubünden Jungfrauregion Lake_Geneva_Region Zurich_Region
North America_Canada	3.1.2014	8.1.2014		Site inspection	2	STT	Ticino
North America	12.1.2014	18.1.2014	Trade	Snowtours Fam Trip	12	8 Days	Valais_Region Graubünden
North America	15.1.2014	8.2.2014	Media	Ski Stories Switzerland	1	8 Days	Valais_Region Central_Switzerland
North America_Canada	29.3.2014	5.4.2014		Academy Of Sciences Event 2013 SFO	2	8 Days	













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Switzerland Tourism. 


# Trip Reports. (all)

Found records: 65

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
 North America_Canada	12.1.2014	15.1.2014	Media	Alpine Adventures & Anywhere Adventures trip St. Moritz	3	STT	Graubünden
 North America_Canada	23.3.2014	31.3.2014		Around the world with Arthur von Wiesenberger	2	8 Days	
 North America	22.1.2014	25.1.2014	Trade	Winter FAM Trip	1	4 Days	Central_Switzerland
 North America_Canada	22.3.2014	29.3.2014		Swiss National Day New York 2013 #2	2	STT	
 North America	24.2.2014	9.3.2014	Media	BOTA Winter Experience	2		Graubünden Zurich_Region
 North America_Canada	29.1.2014	6.2.2014	Trade	Fam trip Harry Goetschi / support contracting	1	8 Days	Basel_Region
 North America	27.2.2014	9.3.2014	Media	Robb Report - Hôtels Zurich, St. Moritz, Andermatt, Crans Montana, Gstaad	2	8 Days	ESTM Zurich_Region Central_Switzerland Valais_Region Bernese_Oberland
 North America_Canada	2.2.2014	9.2.2014	Media	AWE a Wealth of Entertainment TV Show Verbier, Geneva	2	8 Days	Valais_Region Genève
 North America	10.2.2014	17.2.2014	Trade	Fam Trip	1	8 Days	Basel_Region Zurich_Region

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<div> <h1>Trip Reports. (all)</h1> <p>Found records: 65</p> </div>							
Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	5.2.2014	10.2.2014	Media	The Chedi & Lucerne and Zurich	1		Central_Switzerland Zurich_Region
North America	10.3.2014	16.3.2014		Snow Travel Mart 2014	1	STM	ESTM
North America	12.2.2014	18.2.2014	Trade	Fam Trip	1	8 Days	Bernese_Oberland Berne_Region
North America	9.3.2014	16.3.2014		Snow Travel Mart 2014	1	STM	ESTM
North America	10.3.2014	16.3.2014		Snow Travel Mart 2014	1	STM	ESTM
North America	10.3.2014	19.3.2014		Snow Travel Mart 2014	1	STM	ESTM
North America	1.3.2014	12.3.2014	Media	Luxury Ski Trip	2	8 Days	
North America	10.3.2014	16.3.2014		Snow Travel Mart 2014	1	STM	ESTM
North America	10.3.2014	16.3.2014		Snow Travel Mart 2014	1	STM	ESTM

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Switzerland Tourism. 

# Trip Reports. (all)

Found records: 65

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	17.5.2014	25.5.2014	Trade	Winner Whole Food Competition: Ticino	2	8 Days	Zurich_Region Ticino
North America_Canada	1.3.2014	3.4.2014	Media	Plaisir de Skier	5	8 Days	Bernese_Oberland Central_Switzerland Davos_Klosters ESTM Graubünden Jungfrauregion ESTM
North America	10.3.2014	16.3.2014		Snow Travel Mart 2014	1	STM	ESTM
North America	10.3.2014	16.2.2014		Snow Travel Mart 2014	1	STM	ESTM
North America_Canada	14.3.2014	21.3.2014		Swiss Facebook Contest 2012/2013	2	8 Days	
North America	15.4.2014	15.5.2014	Media	Switzerland by Rail	1	8 Days	
North America_Canada	16.5.2014	25.5.2014	Media	A Francophone Discovery Tour	2	8 Days	Lake_Geneva_Region Genève Fribourg
North America_Canada	9.4.2014	16.4.2014		What's your Swiss Style Facebook - Contest 2013	2	8 Days	
North America_Canada	17.6.2014	22.6.2014	Media	CBC TV: Pour Le Plaisir	1	8 Days	Ticino Valais_Region Basel_Region Central_Switzerland

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Switzerland Tourism. 

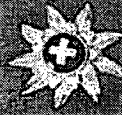
## Trip Reports. (all)

Found records: 85

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	6.3.2014	14.3.2014	Media	Zermatt Skitrip FamilyFreshCooking.com	1	STT	
North America	29.5.2014	5.6.2014		FIAF Membership Drive 2013	2	4 Days	
North America_Canada	16.3.2014	23.3.2014		Tours Altitude / SWISS concours / 2 sweepstake	2	STT	Central_Switzerland
North America	18.3.2014	29.3.2014	Media	Storytelling across Switzerland	1	8 Days	Zurich_Region Bernese_Oberland Fribourg Lake_Geneva_Region Genève
North America	10.4.2014	17.4.2014	Trade	Fam Trip Travel Agent	1	Peak Pass	Zurich_Region
North America	8.3.2014	16.3.2014	Trade	Fam Trip Virtuoso/Alpine Adventures	6	8 Days	Valais_Region Bernese_Oberland Zurich_Region
North America_Canada	20.3.2014	29.3.2014		Tours Chanteclerc Group	5	8 Days	
North America	9.5.2014	16.5.2014		Old Westbury Gardners Fair 2013	2	4 Days	
North America	26.3.2014	5.4.2014	Media	Caviar Affairs in Switzerland	1	8 Days	Basel_Region Zurich_Region Central_Switzerland

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Switzerland Tourism




# Trip Reports. (all)

Found records: 65

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	18.6.2014	24.6.2014	Media	WPBT, Basel, Art Basel TV Trip	3	STT	Basel_Region
North America_Canada	21.5.2014	3.6.2014	Media	Waterways of Switzerland	2	8 Days	Ticino Valais_Region Zurich_Region Eastern_Switzerland Genève Lake_Geneva_Region
North America	15.9.2014	29.3.2014	Media	Wilhelm Tell Express & Pilatus Railway Trip	1	8 Days	Ticino Central_Switzerland Basel_Region
North America_Canada	20.4.2014	28.4.2014	Media	Géo Plain Air Backcountry Skiing Writer Contest	2	8 Days	Valais_Region
North America	9.6.2014	18.6.2014	Media	Tourism Book Project: Scenic Trains	2	8 Days	Valais_Region ESTM
North America	10.4.2014	5.5.2014	Media	Ski Stories Switzerland	1	8 Days	Valais_Region Central_Switzerland
North America	9.5.2014	14.5.2014	Media	Switzerland Cheese, Farms & Blind Cows	2	8 Days	Berne_Region Zurich_Region
North America	22.5.2014	30.5.2014	Media	Michael January BargainTravelEurope.com Trip	1	8 Days	ESTM Bernese_Oberland Central_Switzerland Jungfrauregion
North America_Canada	29.4.2014	2.5.2014	Media	Post Trip SWISS Blogger Event	1	8 Days	Zurich_Region Bernese_Region

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# Trip Reports. (all)

Found records: 65

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	2.5.2014	9.5.2014	Trade	Jason Travel Fam Trip	1	8 Days	Bernese_Oberland Ticino
North America	9.6.2014	16.6.2014	Media	Swiss Deluxe Trip	8	8 Days	Lake_Geneva_Re gion Central_Switzerlan d Berne_Region
North America	18.5.2014	27.5.2014		STS Pre Alpine Express	1	8 Days	Eastern_Switzerla nd Central_Switzerlan d
North America	12.6.2014	22.6.2014	Media	LGBT Friendly Switzerland	1	8 Days	Berne_Region Genève Zurich_Region Basel_Region
North America_Canada	2.6.2014	9.6.2014		STS Webinar 2013 - Sweepstake	1	8 Days	
North America	13.6.2014	18.6.2014		Mini Mediatrip Swiss Historic Hotel	1	8 Days	
North America	15.6.2014	22.6.2014	Media	Athena Lucero Creators Syndicate 2 LGMR Trip	2	8 Days	Lake_Geneva_Re gion Valais_Region Genève
North America	20.5.2014	2.6.2014	Media	Swiss Trails - Ticino, Lucerne, Bern, Zurich	2	8 Days	Berne_Region Zurich_Region Lake_Geneva_Re gion
North America	7.6.2014	9.6.2014		Swiss Rail Trip	1	4 Days	Basel_Region Genève



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# Trip Reports. (all)

Found records: 65

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	29.5.2014	5.6.2014	Media	Romansh Culture & National Park in Switzerland	1	8 Days	Graubünden
North America	26.5.2014	30.5.2014	Trade	Relais & Chateaux Fam Trip	9	8 Days	Ticino Zurich Region Lake Geneva Region Central Switzerland